

12<sup>TH</sup> Edition

# TRANSFORMING TOMORROW'S **BUILT ENVIRONMENT**

28 - 30 March 2023 | Singapore EXPO



## EVENT DECK



An Event of:







# 1.0 ABOUT BUILDTECH ASIA 2023

UNDER  
CONSTRUCTION



# BuildTech Asia

**BuildTech Asia (BTA)** is the premier platform that will transform Asia's Built Environment, showcasing the **latest smart solutions and productive technologies** across the **entire building life cycle**.

**BTA** is the **gateway into Asia network** of a wide range of practitioners, technology experts, industry players, developers, agents and distributors in the building and construction industry.







## Key Vision

**BTA 2023 aims to be the strategic platform to**

- ◆ Facilitate exchange of **insights, knowledge, and solutions** for trade professionals
- ◆ Help **accelerate the adoption of automation & digitalisation and achieve sustainable construction industry**
- ◆ Help **Start, Scale and Sustain** transformation journey





# The Building & Construction Journey

*We discovered the Industry Needs*

## The Industry Says...

- Shortage of skilled industry professionals
- Lack of collaboration in construction project management
- Inefficient data collection and handling
- Inadequate access to relevant knowledge and technologies



Planning & Designs

## The Industry Says...

- Shortage of skilled construction labor
- Lack of collaboration in construction project management
- High cost especially for green building certifications



Sustainable Building & Architectural Materials

## The Industry Says...

- Shortage of skilled construction labor
- Stagnant productivity levels for over 20 years
- Quality & Safety Management



Smart Constructions

## The Industry Says...

- Shortage of skilled construction labor
- Lack of collaboration in construction project management



Facilities Management

## What they need...

- IDD (Integrated Digital Delivery)
- Building Information Modelling (BIM)
- Construction Management Systems (CMS)
- Artificial Intelligence (AI), Virtual Reality (VR) & Big Data
- 3D Visualization
- Circular Construction

## What they need...

- DfMA (Design for Manufacturing and Assembly)
- Green Construction
- 3D Printing for building Materials
- Sustainable Materials
- Circular Construction
- Prefabrication and Modular Construction

## What they need...

- Smart Constructions
- Robotics for Constructions
- Health & Safety Solutions
- Methods of Tomorrow
- Autonomous Construction Machineries
- Skilling / Intelligent / Green Machineries

## What they need...

- Strategic Space Planning Tools
- Touchless Workplace Technology
- Advanced HVAC Technology (Heating, Ventilation & Air Conditioning)
- Enterprise Asset Management (EAM) Software
- Building Information Modelling (BIM) Technology
- Machine Learning and Artificial Intelligence (AI)
- IoT Sensors





# Gearing Up for Transformation of Built Environment

Enhancing our built & construct capabilities to unlock Opportunities

Need for transformation to propel the industry

Attracting, developing, and retaining our talent pipeline

Collaboration Remain key for transformation

Forge a More Resilient and Sustainable Built Environment Sector



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# BTA 2023 Key Pillars

## Transforming Tomorrow's Built Environment

With the understanding of what the construction industry is lacking and needs, **BTA** is coming back strong in 2023 with the **3 key pillars** focusing on **Smart Building & Construction (Robotics & Automation)**, **Digitalisation**, and **Sustainability**.



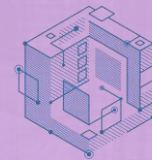
### 3 Key Pillars:

#### Smart Building & Construction (Robotics & Automation)



Embrace **Smart Building & Construction** to conserve resources with more efficient usage, improve building efficiency and productivity, reinforce closer collaboration across the supply chain and provide a greener, safer and healthier workplace and living environment.

#### Digitalisation



Adopt **Digitalisation** and emerging technologies to revolutionise, reinvent and foster a sustainable industry through increased efficiency, productivity, improved decision making, customer experience and communication.

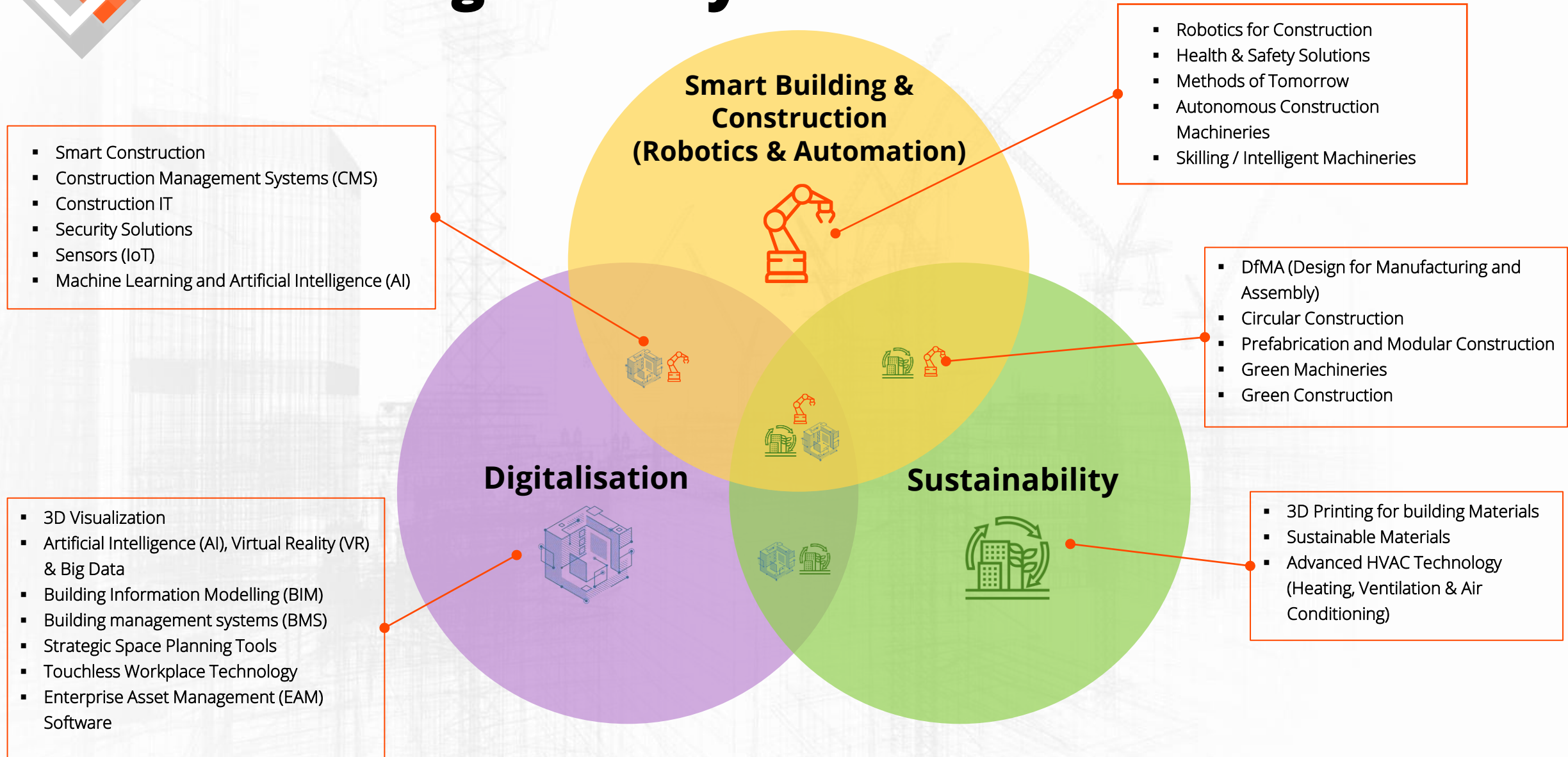
#### Sustainability



Ensure **Sustainability** in the environmental, economic and social aspects in the Building & Construction Industry by creating a more resilient, energy- and cost-efficient greener built environment and infrastructure.



# Addressing Industry Needs







# Exhibitors' Profile

## Smart Productive Technology

- Building Information Modelling (BIM)
- Building management systems (BMS)
- Construction Management Systems (CMS)
- Construction IT
- Smart and Digital Construction
- Data and Cloud Management
- IOT, AI, AR, VR
- Prefab / Precast Architectural

## Construction Machinery & Equipment

- Smart/Construction Equipment
- Smart/Construction Vehicles
- Earth Moving Machineries
- Lifting Appliances & Conveyers
- Site Installation
- Special Systems & Tools
- System Formworks

## Smart Facilities Management

- Air-Conditioning and Mechanical Ventilation (HVAC/ACMV)
- AV Equipment
- Cable Management & Accessories
- Energy Management
- Environmental Management
- Security Solutions
- Sensors (IoT)

## Architectural & Quality Finishes

- Architectural Coverings
- Ceiling Products & Systems
- Door & Window (Fittings & Accessories)
- Finishing Tools & Equipment
- Lighting System & Products
- Sanitary Ware & Accessories
- Walls, Partitions & Flooring Systems

## Infrastructure

- Flood Control Systems
- Infrastructure Engineering
- Road Construction Technology
- Sewage & Waste
- Water Treatment System

## Building Materials & Access and Automation Solutions

- Building Hardware & Tools
- Electrical Systems and Equipment
- Insulation Materials
- Building Materials
- Building Safety Products
- Smart Materials
- Roofing & Façade
- Steel & Metal Building System

## BTA 2023 Exhibitors

ferco  
SHUTTERS & SEATING



IFCA®

LINGJACK  
DiGiTaL

ProEn  
SCAFFOLD

PCSS® 4D  
The Project Management Specialist

SYNCHRO  
SOFTWARE



CHUNHOESG

SEKISUI



BUILD ENGINEERING  
BUILD ENGINEERING PTE LTD



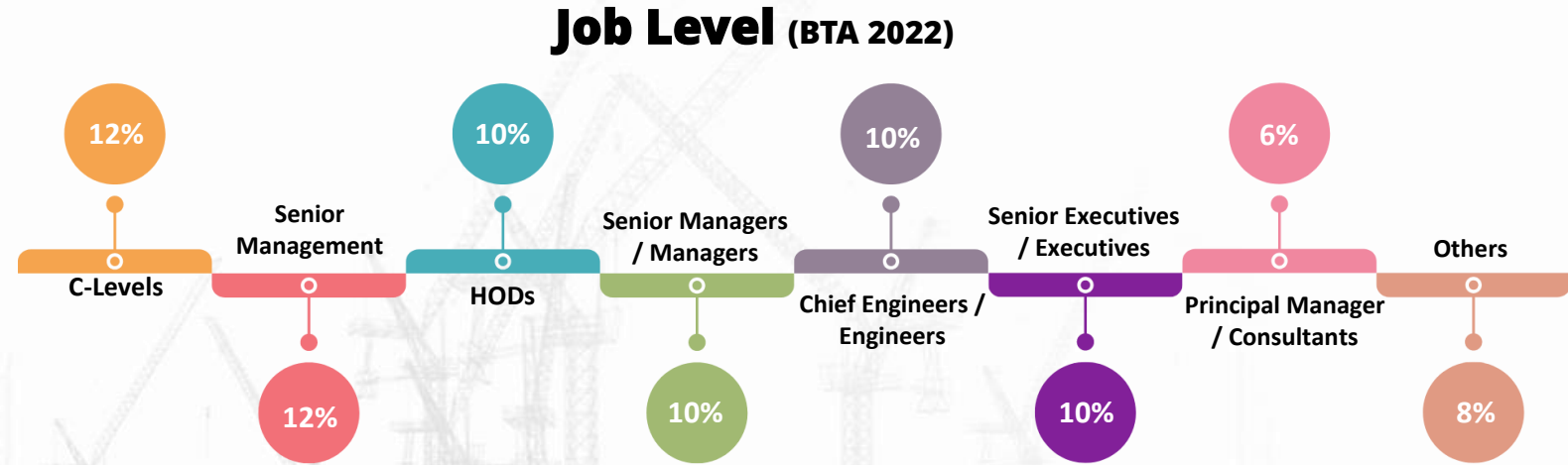
... and more



# Who Visits BTA

## Visitors' Profile

- ◆ Architects
- ◆ Builders
- ◆ Building Merchants
- ◆ Building Services
- ◆ Engineers
- ◆ Business Development
- ◆ Procurement & Purchasing
- ◆ Civil & Consulting Engineers
- ◆ Civil Estimators
- ◆ Contractors
- ◆ Consultants
- ◆ Developers
- ◆ Designers
- ◆ Facilities Managers
- ◆ Government
- ◆ Technology Providers
- ◆ Investors
- ◆ Importers & Distributors
- ◆ Land & Quantity Surveyors
- ◆ Project Managers
- ◆ Quantity Surveyors
- ◆ Real Estate Developers
- ◆ Strategic Planning
- ◆ Structural Engineers



## Targeted Industries

- ◆ Building & Construction
- ◆ Manufacturing
- ◆ Telecommunication
- ◆ Real Estate
- ◆ Healthcare
- ◆ Intelligent Buildings
- ◆ Design and Project Networks
- ◆ Construction Supply Chain
- ◆ Response & Supply Chain
- ◆ Project Delivery
- ◆ Power, Oil & Gas
- ◆ Utilities
- ◆ Energy & Water
- ◆ Maritime
- ◆ Transportation & Logistics
- ◆ Trade Associations
- ◆ Government Agencies
- ◆ Statutory Boards



## TARGETED COUNTRIES

1. Singapore
2. Malaysia
3. Indonesia
4. Philippines
5. India
6. Hong Kong
7. Thailand
8. Australia
9. China
10. Myanmar





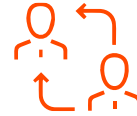
# 2.0 VALUE PROPOSITION



# Reasons to Participate at BuildTech Asia



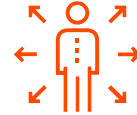
**GAIN INSIGHTS FOR STAYING THE COURSE  
ON YOUR TRANSFORMATION JOURNEY  
THROUGH DISRUPTIVE CYCLES**



**ACCESS TO NETWORKS OF INDUSTRY EXPERTS  
AND PEERS**



**GLOBALLY SOURCED CONTENT THAT  
INSPIRES AND HELPS MAKE SENSE OF  
BUSINESS**



**OPENS DOORS TO NEW PARTNERSHIPS AND  
COLLABORATIVE OPPORTUNITIES**



**CUSTOMER CENTRIC APPROACH BY  
UNDERSTANDING THEIR NEEDS**



**RALLYING POINT THAT CAPTURES THE PULSE  
OF THE MARKET**

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# We Help You Deliver Results at BTA

**#01**

## **AMPLIFY YOUR BRAND**

to reach new customers and markets

**#03**

## **GENERATE LEAD AND BUILD PURPOSEFUL RELATIONSHIPS**

with new customers, partners and investors to increase collaborative opportunities

**#02**

## **CREATE THOUGHT LEADERSHIP**

to advance the current thinking in the industry

**#04**

## **ATTRACT LEADING TALENT TO YOUR BUSINESS**

to address skills gaps and growth areas that ease your transformation journey through disruptive cycles

**#05**

## **PROVIDE PHYSICAL PRODUCT PUBLICATIONS AND DEMONSTRATIONS**

to allow in-person experience of your latest solutions

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# Why BuildTech Asia is Your Customers' Choice?

## Key Outcomes BTA Achieved

- ◆ Companies in Asia identify and understand the values and benefits of the industrial transformation roadmap that will shape the future of the building and construction industry
- ◆ They learn where to start, how to scale and improve on their sustained effort
- ◆ The event platform is recognized as an annual marque event essential for their business transformation, growth and fostering of new partnerships

*"It was informative and good to build contacts and develop solutions according to requirements"*

*Echoltech  
Pte Ltd*

*"Very insightful on how technology is supporting movement into Industry 4.0, especially in the infrastructure sector."*

*UnaBiz*

*"Well organized after physical absence of 2 years and exhibitors offering refreshing insights to the development over the years."*

*Arcadis Pte Ltd*







# BTA Past Event Highlights

**3**

Hybrid Event Days  
BTA 2022

**30**

Virtual Event Days  
BTA 2020, 2021, 2022

**28**

Content Sessions  
BTA 2022

**200**

Exhibiting Brands  
from International /  
Regional  
BTA 2018

**>10,000**

Total Attendees  
BTA 2017

**41**

Visiting Countries  
BTA 2017

**>2,000**

Conference  
Delegates  
BTA 2022

**>120**

Total Business  
Meeting Facilitated  
BTA 2022



BTA 2022



BTA 2018

## OVERALL SATISFACTION OF VISITORS

**93%**

Is satisfied with the  
overall quality of  
the event  
BTA 2022

**95%**

Will return to  
attend future  
BTA events  
BTA 2018

**90%**

Thinks that content  
presented by  
exhibitors are insightful  
BTA 2022

**95%**

Is satisfied with  
BTA's Biz  
Matching Service  
BTA 2022

## OVERALL SATISFACTION OF EXHIBITORS

**84%**

Able to generate  
leads  
BTA 2022

**92%**

Are satisfied  
with the  
visitor profile  
BTA 2022

**95%**

Exhibitor's  
Experience Fulfilled  
(key objectives)  
BTA 2017

**76%**

Are satisfied with  
BTA's Biz  
Matching Service  
BTA 2022

## TOP 10 JOB PROFILE

Contractor (Main / Sub)	<b>19%</b>
Project Manager	<b>16%</b>
Engineer	<b>16%</b>
Architects	<b>10%</b>
Facility Manager / MCST	<b>10%</b>
Trader / Distributor	<b>9%</b>
Developer / Building Owners	<b>6%</b>
Valuer / Surveyor	<b>5%</b>
Interior Designer	<b>5%</b>
Others	<b>4%</b>

BTA 2022

## TOP 10 REGIONAL ATTENDEES

- |                 |               |
|-----------------|---------------|
| 1.  Singapore   | 6.  Hong Kong |
| 2.  Malaysia    | 7.  Thailand  |
| 3.  Indonesia   | 8.  Australia |
| 4.  Philippines | 9.  China     |
| 5.  India       | 10.  Myanmar  |

BTA 2022

A person wearing a VR headset is shown in profile, interacting with a futuristic digital interface. The interface features wireframe models of buildings, circular data visualizations, and a line graph with numerical values. The background is dark with blue light effects.

3.0

# BUILDTECH ASIA 2023 HIGHLIGHTS





# BTA 2023 Exhibition Overview

– Curated to Spark Engagements

**3** Hybrid event days

**>10,000** Attendees from

**>25** countries & regions

**> 150** exhibitors from **> 15** countries & regions

**> 25%** Key Decision Makers

**> 300** Business Meetings

**10,000** sqm exhibition space





# BTA 2023 Content Overview

– Designed to Inspire Learning

DAY 1, TUESDAY 28 MARCH 2022	DAY 2, WEDNESDAY 29 MARCH 2022	DAY 3, THURSDAY 30 MARCH 2022
<b>Opening Ceremony</b>	<b>AiBOTICS Build Env edition</b>  Jointly organized with APARA	<b>Health &amp; Safety</b>  Jointly organized with WSH Asia
<b>BTA Main Conference</b> <ul style="list-style-type: none"><li>• Built Env Transformation</li><li>• SMART Facilities Management</li></ul>	<b>Sustainable Building &amp; Construction Technologies &amp; Materials</b>  Jointly organized with SCAL	<b>Women in Building &amp; Construction</b>  Jointly organized with AWiCs
<b>Happy Hour</b>		
<b>Physical and Virtual Exhibition</b> <ul style="list-style-type: none"><li>• Exhibition, Products &amp; Solutions Showcase, Learning Experience</li></ul>		





# BTA 2023 Key Highlights

Singapore Expo Hall 3



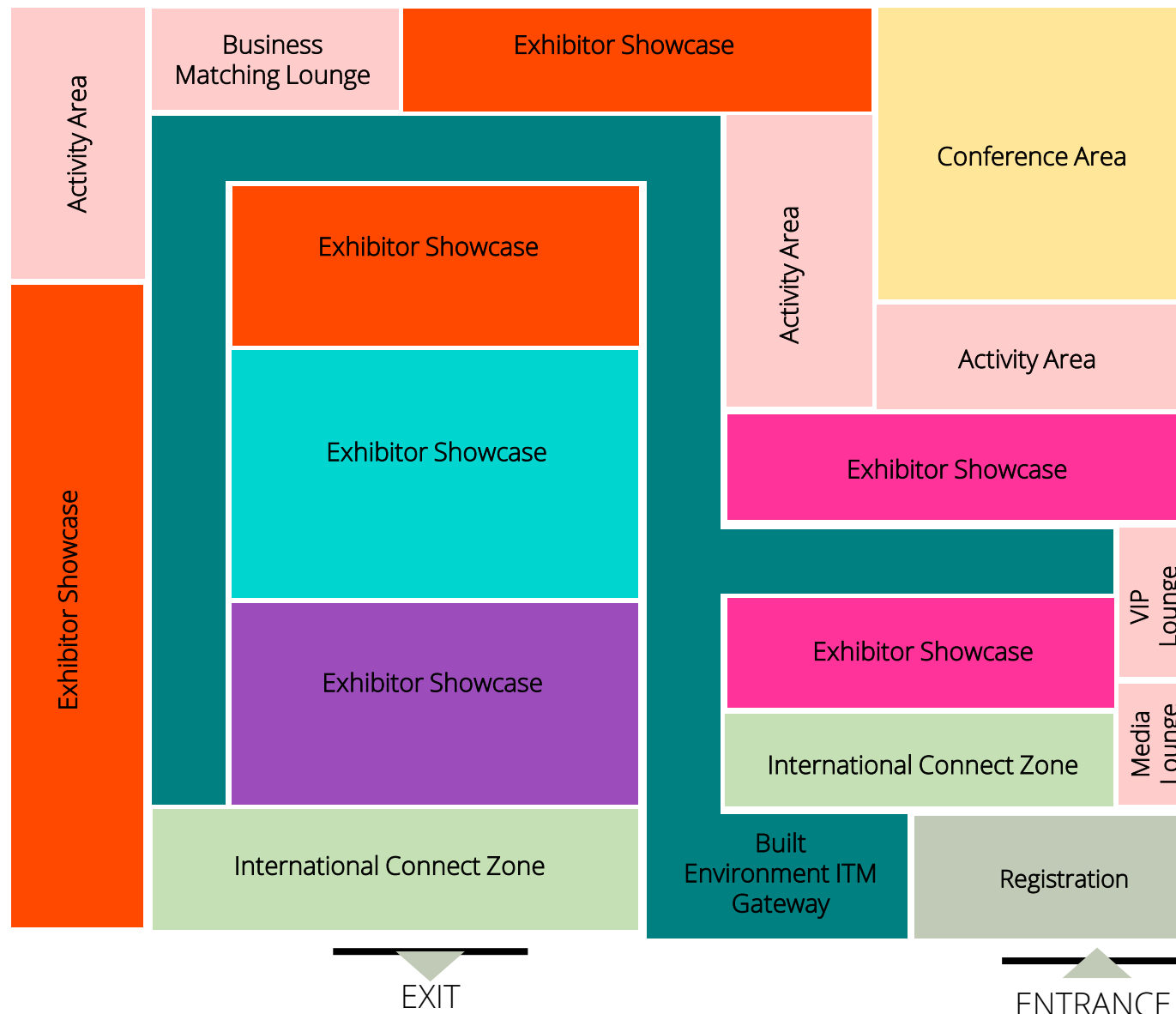
**Demonstration Area for Robotics & Automation Equipment and Machinery**



**Business Matching**  
Facilitated business meetings based on targeted profiles



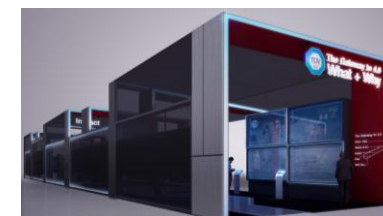
**Guided Tours**  
Firsthand learning experience



**Conference Area**  
Drive conversations addressing challenges & solutions



**Workforce Upskilling & Certification**



**Curated Gallery on Built Environment Transformation**  
A visual introduction



# Strong Industry Support Local and Regionally

After a good 11 editions of BTA, we have built strong relationship with the community in forming partnership for different perspectives. These partners support BTA with the involvement below:

1. ***Pavilion (Exhibitor Participation)***
2. ***Visiting Delegation (Buyers and Potential Exhibitors)***
3. ***Event Promotion (EDM, Social Media, Event Listing)***
4. ***Business Matching Participation (Networking Session)***
5. ***Speaker Recommendation***
6. ***Logo Placement***
7. ***Regional Partner for Overseas Roadshow***

Asosiasi Kontraktor Indonesia (AKI) Indonesia Contractors Association  
Building Owners And Managers Association Indonesia (BOMA Indonesia)  
Indonesia Ceramic Industry Association (Asosiasi Aneka Industri Keramik Indonesia-ASAKI) – TBC  
Asosiasi Pengusaha TIK Nasional Indonesian ICT Business Association (APTIKNAS).  
Indonesian Society of Civil and Structural Engineers (HAKI) – TBC  
Myanmar Construction Entrepreneurs' Association  
Federation of Myanmar Engineering Societies  
Boma Of The Philippines ,Inc. (BOMAP)  
Philippine Association Of Landscape Architects (Pala) – TBC  
The Association of Structural Engineers of the Philippines, Inc. (ASEP) – TBC  
The Philippine Constructors Association, Inc. (PCA) – TBC  
Association Of Property & Facility Managers (APFM)  
Royal Institution of Chartered Surveyors (RICS)  
Singapore Institute of Landscape Architecture (SILA) – TBC  
Singapore International Facility Management Association (SIFMA) – TBC  
Society of Interior Designers, Singapore (SIDS) – TBC  
Society of Project Managers Singapore – TBC  
Thai Contractors Association (TCA) – TBC  
Thailand Facility Management Association (TFMA)  
Vietnam Association Of Architects (VAA) – TBC  
Vietnam Association of Building Materials (VABM) – TBC  
Vietnam Association Of Construction Contractors (VACC) – TBC  
Vietnam Engineering Consultant Association– TBC  
Vietnam Green Building Council – TBC  
Lean Construction Institute Indonesia (LCII)  
Johor Bahru Chinese Chamber of Commerce and Industry (JBCCCI) – TBC  
Johor Master Builders Association (JMBA)  
Vietnam Design Association (VDAS)





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